IPI Academy

MANAGEMENT forum



*Presented by*
**Management Forum**

# Digital Technology and Personalisation in Patient Support Programmes

Learn how to build digital technology that is specifically aligned to match with the patient, the clinical study, the disease and the treatment programme.

**Format:**
Bespoke training

**CPD:**
6 hours for your records (depending on your requirements)

Certificate of completion

# Course overview

**This course will provide you with an essential update on the advancement in digital technology that can be applied to improve clinical studies and commercial drug delivery for successful and cost effective outcomes.**

You will learn how we can move forward by building digital technology that is specifically aligned to match with the patient, the clinical study, the disease and the treatment program known as 'omni-channel personalisation at scale'. The course will challenge you to think differently. It will be thought provoking interactive and focus on the personalisation of the patient journey.

There will also be a chance to explore the pros and cons of personalisation at scale. The session will leave you better informed, liberated an empowered.

## Benefits of attending

- **Learn** how to create value for the patient by providing support, education and direct access to patient registry and community forums
- **Know** how to utilise all forms of communication to build a rapport with the patient, including video, text, audio, animation and visual pictorials
- **Understand** how to ask for feedback and maintain contact, as well as building a long term strategy
- **How** to maintain seamless interoperability to support observational pharmacovigilance safety monitoring
- **Explore** working with the regulators to deliver and receive a commercial reality check
- **Recognise** the leadership skills needed to devise a new operating framework that is therapy specific and share the results with industry peers
- **See** who is operating in this field and what USP they can bring to the table
- **Be aware** of the key benefits for different stakeholders
- **Grasp** behavioural real world evidence data insights and the impact on outcomes
- **Master** how to reduce and diminish side and adverse effect escalations

## Who should attend?

The content will be applicable to the following professionals who help to design, develop and manage a clinical study from inception to commercialisation:

- VPs and managers
- Strategic leaders
- Data scientists and analysts
- Feasibility teams
- Study sets
- Clinical operations
- Regulatory
- Medical affairs
- IT and system integration
- Market access
- Pharmacovigilance and safety
- Diversity and inclusivity teams
- Finance teams and budget holders

## Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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